Training for Health Educators and Community Outreach

Showing Parents How to Talk to Their Kids about the Nutrition Facts Label
*Spot the Block* is now the *Read the Label* Youth Outreach Campaign!

Launched in 2007, the *Spot the Block* Tween Campaign from the U.S. Food and Drug Administration has evolved into a nationwide grassroots initiative.

Through this hands-on program, kids, families and community outreach leaders unite with the goal of using the Nutrition Facts Label as their everyday tool for making smart and healthful food choices.
This Presentation will guide you in understanding and sharing this information in your community!

The *Read the Label Youth Outreach Campaign* includes fun, easy tips and targeted education to help make label reading a key component through which today’s young people are equipped to achieve Healthy Childhood Weight.
The **Read the Label** outreach program enables you to work with parents in your community.

They, in turn, can help their kids make healthful nutrition choices.
The goal of Read the Label is to help kids understand the Nutrition Facts Label on food packages … and then use that information to make healthful dietary choices.

Thank you for joining FDA in this important initiative.
About the **Read the Label** Campaign: How It Works
What is Read the Label?

- The Read the Label approach to combating childhood obesity is all about empowerment.
- By educating kids, families and communities about using the Nutrition Facts Label on food packages, we are equipping them to make lifelong healthful dietary choices.
- YOU can help by conducting outreach presentations in your community!
Importance of Reaching Kids

- **Kids**, especially “tweens” (ages 9 – 13), are in a transition phase, taking increased care of themselves and making many of their own food and snack choices.

- Helping them to establish **good habits** as they are learning to make these decisions can have tremendous long-term impact!

- **Parents** are key **role models** and advisors in helping their kids “get their food facts first.”
Involving Parents

• **Read the Label** also encourages parents to support their kids’ efforts to use the Nutrition Facts Label when making food choices.

• Together, parents and their children can Read the Label to make informed decisions about food based upon nutrition facts.

• **LET’S GET STARTED!**
Activities for Kids to engage them with the Nutrition Facts Label

- Easy key messages
- Hands-on fun!

Parent Tools to support kids’ learning

Local Outreach via Health Educators and Community Partners

Visit the Read the Label Website: www.fda.gov/nutritioneducation
Using This PowerPoint® Presentation
Get Your Tools Ready

- This PowerPoint® Presentation is designed to prepare you to make Read the Label community presentations.

- To maximize the presentation planning, we suggest that you download your Outreach Manual now and use as a reference as you work through these slides. Get it here.

- In addition, you can find general “Talking Points” for the Read the Label initiative here.
This Presentation Includes:

• Key Messages (in English and Spanish)
• Using the Outreach Manual
  – Preparing for Community Events
  – Agenda and Overview of Family Activities: Days 1 & 2
  – Reproducible Family Activities
• Additional Resources for Nutrition Information
Read the Label: Key Messages
**Key Messages**

**The Nutrition Facts Label**

1. **Check Serving Size.**
   
   Remember that one package may contain more than one serving.

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Serving Size:</strong> 1 cup (228g)</td>
</tr>
<tr>
<td><strong>Servings Per Container:</strong> about 2</td>
</tr>
<tr>
<td><strong>Amount Per Serving</strong></td>
</tr>
<tr>
<td>Calories: 250</td>
</tr>
<tr>
<td>% Daily Value*</td>
</tr>
<tr>
<td>Total Fat: 12g</td>
</tr>
<tr>
<td>Saturated Fat: 3g</td>
</tr>
<tr>
<td>Trans Fat: 3g</td>
</tr>
<tr>
<td>Cholesterol: 30mg</td>
</tr>
<tr>
<td>Sodium: 470mg</td>
</tr>
<tr>
<td>Total Carbohydrate: 31g</td>
</tr>
<tr>
<td>Dietary Fiber: 0g</td>
</tr>
<tr>
<td>Sugars: 5g</td>
</tr>
<tr>
<td>Protein: 5g</td>
</tr>
</tbody>
</table>
| *Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.*

[www.fda.gov/nutritioneducation](http://www.fda.gov/nutritioneducation)
1. Fíjese en el tamaño de la porción ("Serving Size").

Un empaque puede contener más de una porción.
2. Consider the calories.

When comparing foods, remember:

- 100 calories per serving for a single food is moderate
- 400 or more calories per serving for a single food is high.
2. Tome en cuenta las calorías ("Calories").

Al comparar alimentos, recuerda:

- 400 calorías o más por porción de un solo alimento es alto.
- 100 calorías o menos de un solo alimento es moderado.

### Nutrition Facts

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories 250</th>
<th>Calories from Fat 110</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Daily Value*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Fat</td>
<td>12g</td>
<td>18%</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>3g</td>
<td>9%</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>3g</td>
<td></td>
</tr>
<tr>
<td>Cholesterol</td>
<td>30mg</td>
<td>10%</td>
</tr>
<tr>
<td>Sodium</td>
<td>470mg</td>
<td>18%</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>31g</td>
<td>18%</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>0g</td>
<td>25%</td>
</tr>
<tr>
<td>Sugars</td>
<td>5g</td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>5g</td>
<td></td>
</tr>
<tr>
<td>Vitamin A</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Vitamin C</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Calcium</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>Iron</td>
<td></td>
<td>4%</td>
</tr>
</tbody>
</table>

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.
3. Choose nutrients wisely.

Pick foods that are lower in certain fats, cholesterol and sodium when making daily food choices.

When comparing %DV (Percent Daily Value), remember:

5% DV or less per serving is low; 20% DV or more is high!
3. **Elija los nutrientes de manera inteligente**

Seleccione alimentos que sean más bajos en ciertas grasas, colesterol y sodio al tomar decisiones alimenticias diariamente.

Al comparar el %VD (“% Daily Value”) de los nutrientes, recuerda: ¡5% VD por porción es bajo y 20% VD es alto!
Overview:
Planning Your Community Event
Planning Your Event

The manual serves as your road map for community presentations. Download your manual here.
Planning Your Event

What the Manual Includes:

- **Understanding the Nutrition Facts Label** *(page 4)*: describes the serving size, calories, and nutrients to look for on the label.

- **Community Outreach: Getting Ready** *(page 6)*: describes how to choose a venue for your community outreach events, how to solicit parent participants, and what materials you will need.

- **Planning Your Presentation** *(page 7)*: outlines the agenda for one or two-day events. This flexibility gives you the option to hold the type of event that best suits your/your audience’s needs.
Event Structure Options

• A one-session presentation conducted in one 45-minute session.
  -or-

• A two-session presentation for each community group, conducted in two 30-45 minute sessions (Day 2 can be scheduled 1 to 2 weeks after Day 1 session). (Make sure to book both days at one time for a consistent meeting space.)

• 15 to 20 parent participants (if you choose the two-session option, attendees should attend both sessions)

Flexible Activities: The family activities shown on Pages 12 – 15 are flexible. If it is not feasible for families to do them at home, you can do the activities on-site using purchased food and beverage products, and/or take a group trip to a supermarket.
Planning Your Event

Presentation Agenda Option 1: One-Day Agenda

Step 1: Engage and Start to Read the Label! Icebreaker Activity (page 8)

Step 2: About the Nutrition Facts Label: Give a brief overview of the Nutrition Facts Label, using the Key Messages on pages 4-5 as your guide.

Step 3: Encourage participants to continue to Read the Label at home! Explain and distribute Family Activities (pages 12-15), the Read the Label Daily Actions mini-poster (page 16), and optional Parent Tips and Cool Tips for Kids if you downloaded them from www.fda.gov/nutritioneducation.

Thank the participants for their willingness and help in teaching their families about using the Nutrition Facts Label to make informed food choices!
Presentation Agenda
Option 2: Two-Day Agenda

Day 1:

• **Engage and Start to Read the Label!** Conduct Icebreaker Activity *(page 8)*.

• **About the Nutrition Facts Label:** Give a brief overview of the Nutrition Facts Label, using the Key Messages on pages 4-5 as your guide.

• Introduce Family Take-Home Activities.

Day 2:

• Regroup and Share: Recap Activity to share and evaluate the outcomes of the Family Take-Home Activities *(page 10)*.
**Engaging Families with Take-Home Activities**

- **Family Take-Home Activities** *(pages 12 – 15)*: Four handouts to be given to each parent participant.

  Parents should complete all four, or as many as they can, with their kids and bring the completed activities back with them on Day 2 (if you are holding a two-day event).

- **Mini Poster for Kids** *(page 16)*
Planning Your Event

Family Activities: A Closer Look

- Read the Label **When Choosing Snacks**
- Read the Label **When Packing Lunch**
- Read the Label to **“Shake Down” Sodium**
- Read the Label **At the Supermarket**
- **“Daily Action Plan for Kids”** — mini poster to distribute to each parent participant

**www.fda.gov/nutritioneducation**
Logistics
Logistics

Getting Started: Preparing for Community Outreach Events

1. Choose Your Venue
2. Solicit Participants
3. Brief Yourself
4. Materials Needed
5. Shopping Prep
6. Room Set-up
1. Choose Your Venue

- Explore public meeting spaces that offer plenty of room and tables/chairs for participants. Consider:
  - Community recreational centers
  - Faith institutions
  - Libraries
  - Local YMCAs/YWCAs
  - Schools
  - Supermarkets with meeting space
2. Solicit Participants

• Promote your **Read the Label** event to sign up 15 to 20 parent participants (the event is geared toward parents, although tweens may attend if parents prefer). Create flyers and posters to alert your audience, or send invitations with an RSVP date.

• Enlist a volunteers to help take notes, pictures, or facilitate an active discussion/give-and-take.
3. Brief Yourself

• Review the nutrition information in the Outreach Manual to familiarize yourself with Read the Label’s messages and be prepared to answer questions.

• Explore FDA’s online resources at www.fda.gov/nutritioneducation

Important note: Keep in mind that The Read the Label program is designed to promote the importance of reading the Nutrition Facts Label. As a community educator, do not offer any nutritional advice, guidelines or recommendations. For additional nutrition and/or dietary or health-related questions, refer to: www.choosemyplate.gov and www.healthierus.gov/dietaryguidelines
4. Materials Needed

• Copies of Family Handouts (pages 12 – 16), one for each parent or parent/child team

• Bags and boxes of popular snack food, placed on a front table – at least one package per participant
  
  Examples: small-to-midsized bags of potato chips, pretzels, chocolate chip cookies, crackers, popcorn, nacho chips

• Plates/bowls for dispensing the snacks – two per participant
5. Shopping Prep

• Shop for snacks and paper goods.
• When choosing snacks, look for those that have “unexpected” serving sizes, such as a small bag of chips that has 2 or more servings per container.

For example: 150 calories per serving with 3 servings per container equals 450 calories per package!
6. Room Setup

- Request 15 to 20 chairs and at least one long table.
- Reserve optional equipment if desired. For example:
  - Computers/computer projection equipment to show FDA’s **Read the Label** website: [www.fda.gov/nutritioneducation](http://www.fda.gov/nutritioneducation)
  - Overhead projector and transparencies to show program materials.
Public Speaking Tips
Public Speaking Tips

At a Glance: Public Speaking/Presentation Tips

- Know Your Material
- Practice
- Know the Audience
- Know the Room
- Relax
- Visualize Yourself Speaking
Know Your Material

• Know more about your material than you include in your planned remarks. This way you will feel confident and will be prepared for questions.

• Use humor, personal stories and conversational language to move your presentation along. You’ll be less likely to forget your remarks that way!
That means: Practice. Practice. Practice!

- Rehearse out loud with all of the equipment you plan on using.
- Revise your presentation as necessary.
- Work to control filler words (like “um” and “you know”). Practice pausing and breathing instead.
- Practice with a timer and allot time for the unexpected, such as questions/clarifications that may pop up in the middle of your remarks.
Know the Audience and the Room

- Plan where you’ll be standing, and ensure that the group will be able to see you and the presentation from where they are seated.
- Arrive early, walk around the speaking area and test the microphone (if speaking to a large group), any visual aids, and any technical equipment you may be using.
- Greet audience members as they arrive. It’s easier to speak to a group of friends than to strangers.
• Begin by addressing the audience. Pause, smile and count to three before saying anything. (“One one-thousand, two one-thousand, three one-thousand. Pause. Begin.”)

• Imagine yourself speaking, with your voice loud, clear and confident.
The Event
The Event

Review the Agenda

One-Day Agenda:
• Icebreaker and Take-Home Activities

Two-Day Agenda:
• Day 1: Engage and Start to Read the Label!
• Day 2: Regroup and Share

Every Day:
• Read the Label at Home

Help kids get their food facts first!
The Event

Announce the Activities

Tell the audience:

• The purpose of doing these activities is to engage you – and your kids – in looking at the Nutrition Facts Label and understanding the important dietary information that it shows.

• By using these activities at home, your kids will become accustomed to using the Nutrition Facts Label to “get their food facts first.”

• Some of what your kids discover may surprise them!
The Event

Icebreaker Activity

Day 1: Supplies

• Bags/boxes of popular snack foods: 1 for each participant
• Plates/bowls: 2 for each participant
• Copies of Family Handouts: 1 set per participant
  – Read the Label When Choosing Snacks
  – Read the Label When Packing Lunch
  – Read the Label to “Shake Down” Sodium
  – Read the Label When At the Supermarket

See the Outreach Manual for complete activities.
Icebreaker Activity

Day 1: Activity Steps

- Select snacks
- Measure out portion without looking at label
- Read the Label to check actual serving size
- Discuss how 2 portions differ
- Review key messages

See the Outreach Manual for complete activity.
Followup Activity
(If Using Two-Day Option)
Day 2: Supplies

- Flip chart, easel, and markers
- Copies of “Daily Actions for Kids” mini poster
- Optional: other resources (Parent Tips, other printables, list of web resources.)

See the Outreach Manual for complete activity.
The Event

Followup Activity
(If Using Two-Day Option)
Day 2: Activity Steps

- Divide participants into 3 groups
- Give out sheets of flip chart paper
- Have groups discuss and record their experiences
- Invite one volunteer from each group to share groups’ learnings
- Ask group for ideas for daily actions

See the Outreach Manual for complete activity.
For Kids:
• Printable activities in English and Spanish: www.fda.gov/nutritioneducation under “For Kids”

For Parents:
• Printable activities and fact sheets in English and Spanish
• Visit www.fda.gov/nutritioneducation under “For Parents”

For Health Educators and Community Outreach:
• Handout materials for parents and kids, in English and Spanish
• Additional Nutrition Facts Label education materials
• Visit www.fda.gov/nutritioneducation under “Health Educators and Community Outreach”
Thank you for encouraging families in your community to Read the Label!